

Iowa

Nutrition and Physical Activity Program to Prevent Obesity and Other Chronic Diseases (Web site under development)

The Epidemic

61% of Iowa adults are overweight or obese.
(CDC BRFSS, 2002)

The obesity rate for Iowa adults rose by 79%
between 1990 and 2002. (CDC BRFSS, 1990, 2002)

30% of low-income children between 2 and 5
years of age in Iowa are overweight or at risk of
becoming overweight. (CDC PedNSS, 2002)

Partners

AARP

American Cancer Society
American Heart Association

Area Agencies on Aging

Des Moines Child and Adolescence Guidance Ctr.

Five A Day Coalition of Iowa, Inc.

Healthy Child Care

Iowa Academy of Family Practice Physicians

Iowa Association of Physical Health Activity,
Recreation and Dance

Iowa Dental and Dental Hygienists Associations

Iowa Department of Education

Iowa Department of Elder Affairs

Iowa Department of Natural Resources

Iowa Department of Transportation

Iowa Dietetic Association

Iowa Fit Kids Coalition

Iowa Food Policy and Wellness Councils

Iowa Fruit and Vegetable Growers Association

Iowa Games

Iowa Health Systems

Iowa High School Athletic Association

Iowa Lactation Task Force

Iowa Medical Society

Iowa Nutrition Network

Iowa Partners for Healthy Kids

Iowa State University

La Clinica

Mercy Children's Center

Midwest Dairy Council

University of Iowa

University of Northern Iowa

Wellmark Blue Cross, Blue Shield

Program Priorities

In 1999 the Iowa Department of Public Health created a Health Promotion Team to align obesity-related activities of various units within the department. With CDC funding, the Iowa Physical Lifestyle & Nutrition Initiative will be established.

A number of existing programs and interventions of the Department of Public Health address issues related to obesity prevention:

- Mini-grants to seven Iowa communities a year to develop, implement, evaluate, and institutionalize intervention strategies
- A *5 + 5 Manual* for community efforts to promote 5 A Day and engaging in physical activity at least five times a week
- *Lighten Up Iowa*, a statewide team competition to lose weight through nutrition and physical activity
- A report on *The Prevention of child and Adolescent Obesity in Iowa*
- Pick a **better** snack™, a social marketing campaign to raise children's fruit and vegetable consumption
- A Health Promotion Team Summit
- A pilot program to distribute free fruits and vegetables to schools

Upcoming Events and Products

- A kick off summit for partner subgroups
- Development of the comprehensive state plan
- A community forum to get public input
- Expansion of the Iowa Pediatric Nutrition Surveillance System (PedNSS) to Iowa child health specialty clinics and school systems

Project Period: 2004-2008

Year First Funded: 2004

Funding Stage: Capacity Building

Contact Person: Judith Solberg, MPH, RD

Chief, Bureau of Nutrition and Health Promotion

Iowa Department of Public Health

Telephone: 515-281-3713

Fax: 515-281-4913

E-mail: jsolberg@idph.state.ia.us

